

Toys 'R' Us - the nation's largest toy retailer, renowned as much for its peculiar name as for its huge sales volume -

has finally come to Colorado.

On Monday, it will open a 50,000 square-foot store in Boulder, its first Colorado operation.

Later this summer, the toy company will open stores in Aurora, Westminster, Littleton S.W. Plaza, Lakewood Villa Italia and Colorado Springs. Three more are scheduled to open in Utah.

And the new Colorado stores are part of an aggressive expansion that calls for 45 to 50 new stores in the Rocky Mountain region and the Southeastern United States, company officials said.

Colorado is the company's last untapped U.S. market, officials said.

And the move is likely to shake up Colorado's toy market, possibly driving some retailers from the market and putting the squeeze on other toy-selling giants like Lionel Playworld and Children's Palace, analysts said.

Based in Paramus, N.J., **Toys 'R' Us** is the country's largest and fastest-growing toy store. It operates 404 toy outlets nationwide, and 74 international stores.

The company also runs 154 Kids 'R' Us children's clothing stores.

The company has watched net sales rocket to \$4.8 billion last year from \$597 million in 1981. Profits mounted to \$321 million this year, more than 10 times their 1981 level of \$29 million.

A typical outlet sells about \$9 million in toys every year; volume that size puts tremendous pressure on smaller competitors.